

THE EFFECT OF PROMOTION AND QUALITY OF SERVICE ON CUSTOMER SATISFACTION ON DAFIRA TOUR & TRAVEL

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ABSTRACT

The purpose of this study was to determine the effect of sales promotion and service quality on customer satisfaction at PT. Dhiya Alia Firdaus (Dafira Tour & Travel). This study uses a quantitative descriptive approach. The population of this study were 134 consumers who had made a purchase at Dhiya Alia Firdaus (Dafira Tour & Travel). The sample of this study used the Slovin formula as many as 100 respondents. Data collection techniques through questionnaires, documentation, literature studies and observations that have been tested for validity and reliability. Analysis of the data used in this study is the method used is multiple linear regression test with data management using SPSS Version 26. The results show that: (1) Promotion significantly affects consumer satisfaction. which means that the promotion variable is partially proven to affect consumer satisfaction. (2) Service Quality has a positive and significant effect on Consumer Satisfaction. which means that the service quality variable is partially proven to affect consumer satisfaction. (3) Promotion and Service Quality have a positive and significant effect on Consumer Satisfaction, which means that promotion and service quality variables simultaneously affect consumer satisfaction.

INTRODUCTION

Increasing the desire of Muslims to perform Umrah has made many special Umrah and Hajj service companies appear. The emergence of competition between similar companies is also unavoidable so that every company is competing to provide

the best service for consumers in order to be able to give a good impression to consumers. Umrah can be performed at any time, in contrast to the pilgrimage, which has to wait a long time and is only performed once in a lifetime. This matter This is a fairly interesting study because after using the

company's services, there is another possibility that service users can use the services of the same company (Masitah, 2015).

Every year the pilgrims are also increasing, throughout the history of the implementation of the pilgrimage has always received special attention. As the number of hajj registrants increases, the quota for performing the hajj pilgrimage is limited and if the prospective hajj pilgrims want to immediately go to the holy land, another alternative to perform worship in the holy land is Umrah. Umrah is visiting the Baitullah to perform tawaf, sa'i, and shaving in the hope of pleasing Allah Subhanahu wata'ala. Umrah worship from year to year also Umrah pilgrims also increase. There are many components in the implementation of the pilgrimage, these components start from registration, transportation, accommodation, security, catering and health (Z. Zubaedi, 2016).

Based on the facts above, it is increasingly influencing entrepreneurs to open Umrah businesses, this can be seen from the proliferation of Umrah travel companies in various regions, both in big cities and in remote areas, this makes these companies compete with each other to get pilgrims, of course with doing marketing that is increasingly modified, where each company has certain targets for the progress of its business (Hulasoh, 2018).

Competition in the business world, especially travel agent tourism bureaus, especially for Hajj and Umrah is getting tougher. Therefore, it demands that every Umrah and Hajj travel company must be able to provide goods or services to consumers in good quality and good service as well. Competition between companies, especially with the same business concept, requires each company to have a marketing management strategy that is quite reliable, leadership, commitment and high morale to address the problems and conditions that are currently happening (Adwimurti, 2021).

Hajj and Umrah are obligatory acts of worship for every Muslim who can afford it.

This obligation is the fifth pillar of Islam. Because Hajj is an obligation, if people who are able to do it do not do it, it is a sin and if you do it, you will get a reward. While the meaning of Hajj for Muslims is a response to the call of Allah subhanahu wa ta'ala. Hajj and Umrah are only obligatory once in a lifetime, this means that if one has performed the first one, then the obligation is complete. For the second, third and so on are only sunnah.

The law of Umrah worship is still a difference of opinion. Some scholars say it is obligatory and some say it is sunnah. If it is concluded from the arguments of the scholars, Umrah which has an obligatory law is the Umrah that is carried out with the Hajj and the Umrah that is not carried out in connection with the Hajj is sunnah (Prihanto & Damayanti, 2022). Hajj is essentially a means and a medium for Muslims to carry out worship to the Baitullah and the Holy Land every year. Because every year some Muslims from all over the world come to perform the pilgrimage. The Umrah worship is essentially a means and a medium for Muslims to worship the holy land at any time and time. Because at that time Muslims came and made a pilgrimage to the Kaaba to perform worship and draw closer to Allah subhanahu wa ta'ala. Not only during the year of Hajj, but at any time when people perform Umrah. In this study, the researcher used the object of research was the Umrah travel bureau of PT. Dhiya Alia Firdaus (Dafira Tour & Travel) is one of the Umrah travel agencies that has just provided a trustworthy Umrah service with marketing standards set by the company. PT. Dhiya Alia Firdaus (Dafira Tour & Travel) not only serves Umrah pilgrimages, but is also ready to guide travel wherever consumers want, both domestically and internationally. Companies that have good marketing standards and always prioritize the use of easy-to-understand communication and clear marketing management will always have more value than other companies (I. Y. Selfiani, 2022)(I. Y. Selfiani, 2022)

Currently, the offer of umrah travel service bureaus is increasing with the emergence of new companies that present various types of very attractive offers, but in the marketing process they are not optimal and do not provide satisfaction value to customers or customers. So that a lot of the Jama'at are disappointed with this. In fact, there are many news media about the abandonment of Umrah pilgrims, the disappearance and disappearance of the head of the Umrah service bureau, departure fraud by offering low prices and so on (S. Selfiani, 2019). Thus the alignment between the company's standard marketing procedures and the activities carried out or carried out in the field must be in the same direction, because this greatly affects customer satisfaction. Umrah worship activities have many procedural processes that must be considered and prepared, such as transportation costs, processing documents, and providing worship equipment. Meanwhile, in the implementation process, operational standards during Umrah worship in the Holy Land are accommodation, hotels, transportation during worship, consumption, health, companions or Tour Leaders during worship activities, as well as Mutawif or Umrah worship guides and arriving at the process of returning to the country (Selfiani et al., 2022).

This problem makes researchers interested in knowing more about the marketing procedures for the Umrah pilgrims used at PT. Dhiya Alia Firdaus (Dafira Tour & Travel) in producing good output, so that it can attract consumers to always use their services.

Literature Review

Promotion

Promotion is an activity carried out to convey a certain message about products, whether goods or services, trademarks or companies and so on to consumers so that they can help marketing increase sales. Promotion is a special mix of personal advertising, sales promotion and public

relations that a company uses to achieve its advertising and marketing objectives (Kotler, 2012).

Pokharel (1970) Promotion is a communication function of the company that is responsible for informing and persuading / inviting buyers. Sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases and increase the number of items that customers buy (Deni et al., 2021). The main purpose of promotion is to inform, influence, and persuade, and remind target customers about the company and its marketing mix (Saepurrahmat, 2019). Promotion is a set of techniques used to achieve sales or marketing goals using cost-effective means, by providing added value to products or services either to intermediaries or direct users (Selfiani & Purwanti, 2020).

The effectiveness of an advertising campaign is closely related to the exposure made by the company so that the advertising message can be conveyed to potential consumers. According to

kotler (2005) then the measurement of advertising promotion can be measured from:

- Frequency (how often the ad is viewed and read)
- Intensity (how far the audience understands the advertising message)
- Duration (how long the audience pays attention to the ad)

As often and as long as a person sees an ad, he doesn't necessarily see the ad carefully (from beginning to end), it could be only briefly or partially. Advertising promotion is designed to achieve several goals, namely making the target market aware of a new brand, facilitating consumer understanding of the various attributes and benefits of the advertised brand compared to competing brands, increasing attitudes and influencing purchase intentions, attracting target customers to buy. try the product, encourage repeat purchase behavior.

Promotion indicators according to Alma (2016) say that:

1. Advertising or Advertising

Advertising is all forms of non-personal presentation in the form of promotion of ideas, promotion of goods or services that require certain costs carried out by a clear sponsor.

2. Public Relations

Public relations is an attempt to stimulate demand for a product or service by conveying significant and commercial news. Designing various programs to promote and protect the company's way of doing each of its products.

3. Direct marketing or Direct Marketing

Direct marketing is an interactive marketing system that uses one or more advertising media to generate a wide variety of responses and transactions that can be measured at a location. Use of non-personal liaison tools for direct business communication such as e-mail marketing, telemarketing, fax, inter-marketing. To get feedback from certain consumers or potential customers.

4. Product exhibition or Product Display

A product fair held so that companies can showcase and demonstrate their latest products and services, learn about competitors' activities or follow product trends and opportunities.

5. Product Consultation

Consumers exchange ideas or ask for consideration or ask for complete information first before deciding to make a purchase of a product.

From the definition according to experts, it can be concluded that promotion is a method to attract prospective buyers to make transactions with sellers so that the company's goal to earn profits can be achieved.

Service Quality

Quality of service is an absolute thing that must be owned by companies or agencies that offer services, because with the quality of service to consumers, companies or agencies can measure the level of

performance that has been achieved. The quality of service received by consumers is stated by the magnitude of the difference between the expectations and desires of consumers and their level of perception (kusumarini, 2021).

According to Tjiptono (2019) in evaluating services that are intangible, variable, inseparable, and perishable, consumers generally use several attributes or factors:

1) Physical evidence (tangibles), including physical facilities, equipment, employees and means of communication

2) Reliability, namely the ability of staff and employees to provide the promised service promptly, accurately, and satisfactorily.

3) Responsiveness, namely the desire of staff and employees to help customers or provide services responsively

4) Assurance, which includes the knowledge, ability, courtesy, and trustworthiness of the staff free from danger, risk or doubt.

5) Empathy, including ease of doing relationships, good communication, personal attention, and understanding the needs of customers.

Service quality is the best level desired to satisfy consumer tastes. Thus customer satisfaction will be achieved if the company can provide maximum service quality due to the success of a service company in satisfying consumer tastes by providing maximum service quality.

Service quality is an effort to fulfill customer needs and desires as well as the accuracy of delivery to balance customer expectations (Supriyanto et al., 2021). Service quality is chosen for the company's performance in carrying out consumer needs and expectations, which means that in this study it is in sync with consumer beliefs, and another purpose of service quality is activities that form functions by describing the transitions needed by consumers so that services encourage individual value for consumers (Jihan et al., 2019).

Dimensions of Service Quality The dimensions of service quality proposed by reveal that there are five dominant factors or

determinants of service quality, including the following:

1. Tangible evidence, namely the ability to present the best for customers in the form of good physical appearance, equipment and various communication materials.

2. Empathy, namely the willingness of employees and employers to care more about giving personal attention to customers.

3. Responsiveness

Namely the willingness of employees and employers to help customers and provide services quickly and hear and resolve customer complaints.

4. Reliability (reliability)

Namely the ability to provide services in accordance with consumer expectations.

5. Certainty (assurance)

That is in the form of the ability of employees to generate confidence and trust in the promises that have been made to customers.

Consumer Satisfaction

Consumer satisfaction is seen to induce repurchase interest and behavior, which in turn will result in income. The incidence of service quality and customer satisfaction has become the focus of attention in all shopping industries. To attract customers, many industries are asked to evaluate and improve service quality for consumers (Anita et al., 2021).

According to Tjiptono (2019), indicators of customer satisfaction are as follows.

1) Conformity of expectations, is the level of conformity between product performance expected by customers and those felt by customers, including:

a. The product obtained matches or exceeds expectations; and

b. Supporting facilities obtained match or exceed what is expected.

2) Re-visit interest, is the customer's willingness to visit again or re-purchase related products, including:

a. Interested in visiting again because the services provided by employees are satisfactory

b. Interested in visiting again because of the value and benefits obtained after consuming the product;

c. Interested in visiting again because the supporting facilities provided are adequate.

3) Willingness to recommend, is the willingness of customers to recommend products that have been felt to friends or family, including:

a. Advise friends or relatives to buy the products offered because of the satisfactory service

b. Advise friends or relatives to buy the products offered because the supporting facilities provided are adequate;

c. Advise friends or relatives to buy the products offered because of the value or benefits obtained after consuming a product or service

Tighter competition, where more and more producers are involved in fulfilling consumer needs and desires, causing every company to place an orientation on customer satisfaction as one of the main goals, Tjiptono (2019) The indicators of customer satisfaction pelanggan (Kotler, 2012):

1. Repurchase

Buy back, where the customer will return to the company to look for goods / services.

2. Creating Word-of-mouth

In this case, customers will say good things about the company to others.

3. Creating Brand Image

Customers will pay less attention to brands and advertisements of competitors' products.

4. Creating customer satisfaction at the same company buying other products from the same company.

According to Isfahila et al. (2018), explains that consumer satisfaction is a person's sad or happy state that arises due to differences in abilities that lead to products against consumer expectations. Consumer satisfaction can be measured in various methods including: voluntary market

feedback such as online monitoring discussion forums, market research and customer surveys. The development of customer satisfaction is much needed in an increasingly competitive market. According to Jargalsaikhan (2019), defining consumer satisfaction is the stage of consumer feelings after distinguishing roughly what he gets and what a consumer wants, when experiencing satisfaction with the quality obtained by goods or services, there are many opportunities to become consumers in the long term.

Consumer satisfaction is seen as influencing repurchase intentions and behavior. More and more industries are being forced to assess and improve service quality in an effort to attract customers (Anita et al., 2021)

Previous Research

As for the previous research, the researcher took from several relevant research journals with the title of the researcher regarding "The Effect of Promotion and Service Quality on Consumer Satisfaction at Dafira Tour & Travel". Relevant previous research as follows:

1. The Effect of Product Quality (X1) and Service Quality (X2) on Consumer Satisfaction (Y) Product quality has shown significant differences between each other and consumer satisfaction. Although service quality has failed to show any attachment to customer satisfaction (Ibrahim & Thawil, 2019)

2. Effect of Product Quality, Price (X1) Product quality has a positive and important influence and Promotion (X2) on Consumer Loyalty (Y) on consumer loyalty Smartfren prepaid card users, price has a positive and important influence on loyalty consumers, and promotion has a positive and important influence on consumer loyalty (Pratama et al., 2021).

3. The Effect of Product Quality, Product Innovation (X1) and Promotion (X2) on Consumer Satisfaction (Y) Hi Jack Sandals Products Bandung. Product quality and promotion variables have a positive and

significant effect on consumer satisfaction, but on the one hand, product innovation variables do not have a significant effect on consumer satisfaction (Ernawati, 2019).

Framework

The framework used in this research is as follows:

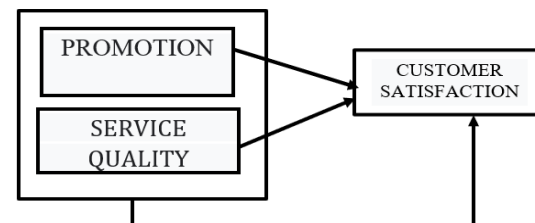


Figure 1. Drawing of Thinking Framework

In the picture above, this study uses the promotion effect variable (X1) and the service quality variable (X2) as the independent variable and the consumer satisfaction variable (Y) as the dependent variable. In this study, it will be sought whether there is a significant relationship between the variables of the promotion effect (X1) and the service quality variable (X2) on the variable of customer satisfaction (Y).

Research Hypothesis

Based on the framework above, the tentative assumptions of the research hypothesis are as follows:

- 1) There is an influence between Promotion on Consumer Satisfaction at PT. Dhiya Alia Firdaus (Dafira Tour & Travel) partially.
- 2) There is an influence between Service Quality on Consumer Satisfaction at PT. Dhiya Alia Firdaus (Dafira Tour & Travel) partially.
- 3) There is an influence between Promotion and Service Quality on Consumer Satisfaction at PT. Dhiya Alia Firdaus (Dafira Tour & Travel) simultaneously.

METHOD

The method used in this study is an associative method with a quantitative approach. The associative method is a method that intends to explain the causal

relationship (cause and effect) and the influence between variables through hypothesis testing. According to Sugiyono (2017) associative research is research that aims to determine the influence or relationship between two or more variables. The population in this study includes all pilgrims at PT. Dhiya Alia Firdaus (Dafira Tour & Travel) who has been observed during the research period amounted to 134

people. The method used in this study is a probability sampling technique, which is a sampling method that does not provide equal opportunities or opportunities for each element or population to be selected as a sample (Sugiyono, 2021). Thus the sample obtained is expected to be a sample that representative. The number of samples used in this study used the slovin formula with the formulation:

$n = \frac{N}{1 + Ne^2}$	<p>Where :</p> <p>n = number of sample</p> <p>N = number of population</p> <p>e = error rate</p>
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So the number of samples used in this study :
 Population = 100
 Error rate = 5%

$$\text{Sample } n = \frac{134}{1 + (134 \times (5\%)^2)} = 100 \text{ respondent}$$

Thus the number of samples used in this study were 100 respondents. Data collection by researchers to obtain valid and accurate information in order to achieve research objectives is carried out in 4 ways, namely: The data collection technique used in this study is a survey technique using a list of questions (questionnaires) that will be submitted directly to respondents. Questionnaires were given to the pilgrims of PT. Dhiya Alia Firdaus (Dafira Tour & Travel). According to Hamidi (2004), the documentation method is information that comes from important records from institutions or organizations as well as from individuals. Documentation of this research is taking pictures by researchers to strengthen the results of the study.

In carrying out the documentation method, researchers investigate written objects such as brochures, advertisements, documentation, regulations, meeting minutes, diaries and so on. So this method researchers use to find data on the effect of promotion and service quality and price on consumer satisfaction at Dafira Tour & Travel. This method is used to support research in collecting more accurate and perfect data and to complete the required data or information. In this study, the Likert

scale was used to measure attitudes and opinions. This scale is used to complete a questionnaire that requires respondents to indicate a level of agreement with a series of questions. Usually the questions used for research are called research variables and are specified specifically. Each statement item contained in the statement item column and the response options contained in the response choice column consists of 4 choice boxes with a scale of 1 to 5

- a. Strongly Agree (SS) = 5
- b. Agree (S) = 4
- c. Neutral (N) = 3
- d. Disagree (TS) = 2
- e. Strongly Disagree (STS) = 1

This questionnaire contains a number of statements addressed to respondents who have been randomly selected by the authors so that they meet the quota of 100 respondents. Data from respondents can be tested according to the statistical model used by the researcher. The program used to analyze the data in this study is SPSS version 26 for windows. Test analysis in this study using multiple linear regression analysis and hypothesis testing.

Equality (Usman & Akbar, 2017):

$$Y = a + b_1X_1 + b_2X_2 + e$$

nformation:

Y : Dependent Variable
a : Constant
b1 : regression coefficient X1

b2 : regression coefficient X2
e : residual/error

RESULT AND DISCUSSION

Characteristic of Respondents

Characteristics of respondents are important to mention because the data used in this study is primary data, namely data that is directly taken from the source. Sources of data used are respondents who have become pilgrims for Hajj and Umrah PT. Dhiya Alia Firdaus (Dafira Tour & Travel). In general, the characteristics of the

respondents used in this study are divided into several categories, namely based on age, Gender, and Income or Income.

A. Characteristic of Respondents by Age

Respondents who have returned the questionnaire are 100 respondents, the results of the collection of the questionnaires are sorted by age and a recapitulation is obtained as shown in the table below:

Table 1. Characteristics of Respondents Based on Age

		Age		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	17-20	24	24.0	24.0	24.0
	21-26	26	26.0	26.0	50.0
	27-31	21	21.0	21.0	71.0
	32-50	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Source: Primary data processed, 2022 researchers

Based on the table above, it can be seen that as many as 24 respondents or 24% of the total respondents have an age of 17 to 20 years, as many as 26 respondents or 26% of the total respondents have an age of 21 to 26 years, as many as 21 respondents or by 21% of the total respondents have an age of 27 to 31 years, as many as 29 respondents or 29% of the total respondents have an age of 32 to 50 years.

B. Characteristics of Respondents by Gender

Respondents who have returned the questionnaire are 100 respondents, the results of the collection of the questionnaires are sorted by gender and a recapitulation is obtained as shown in the table below.

Table 2. Characteristics of Respondents Based on Gender

		Gender		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	Perempuan	45	45.0	45.0	45.0
	Laki-Laki	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

Source: Primary data processed, 2022 researchers

Based on the table above, it can be seen that as many as 45 respondents or 45% of the total respondents have a female

gender and as many as 55 respondents or 55% of the total respondents have a male gender.

C. Characteristics of Respondents based on Income or Income

Respondents who have returned the questionnaire are 100 respondents, the

results of the collection of the questionnaires are sorted by income and a recapitulation is obtained as shown in the table below:

Table 3. Characteristics of Respondents Based on Income

Income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7.000.000-8.000.000	21	21.0	21.0	21.0
	8.100.000-9.000.000	21	21.0	21.0	42.0
	9.100.000-10.000.000	27	27.0	27.0	69.0
	10.100.000-11.000.000	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

Source: Primary data processed, 2022 researchers

Based on the table above, it can be seen that as many as 21 respondents or 21% of the total respondents have an income of Rp. 7,000,000 to Rp. 8,000,000, 10 respondents or 21% of the total respondents had an income of Rp. 8,100,000 to Rp. 9,000,000, as many as 27 respondents or 27% of the total respondents had an income of Rp. 9,100,000 to Rp. 10,000,000 and as many as 31 respondents or 31% of the total respondents have an Income of Rp. 10,100,000 to Rp. 11,000,000

Hypothesis Test Results

Hypothesis testing is divided into 3 tests, namely the significance test, partial test, and the coefficient of determination test. The test results are presented in each of the following sections.

- a. The Effect of Promotion on Consumer Satisfaction

To prove whether or not there is an influence between promotions on consumer satisfaction, a test is carried out with the stages of correlation, significance test, partial test, and coefficient of determination test.

1) Correlation Test of the Effect of Promotion on Consumer Satisfaction

Testing using a simple correlation method is used to determine the relationship of one independent variable, namely Quality of Service to the dependent variable, namely Consumer Satisfaction.

To find out how strong the relationship between Promotional Variables and Consumer Satisfaction Variables is, a simple correlation method is used, the method used for testing this simple correlation is to compare the Pearson correlation value with the R-Table then the Pearson correlation value:

Table 4. Simple Correlation of Promotion to Consumer Satisfaction

Correlations		Y Consumer Satisfaction	ConsumerX1 Promotion	X2 Service Quality
Y Satisfaction Correlation	Consumer Pearson	1	.619**	.511**

		Sig. (2-tailed)	0.000	0.000
		N	100	100
X1	Promotion	.619**	1	-0.178
Pearson Correlation				
		Sig. (2-tailed)	0.000	0.077
		N	100	100
X2	Service Quality	.511**	-0.178	1
Pearson Correlation				
		Sig. (2-tailed)	0.000	0.077
		N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data processed, 2022 researchers

Based on the table above, it is known that the Pearson Correlation value for the Promotion variable on Consumer Satisfaction is 0.619, this value is greater than 0.1946. The Sig 2-Tailed value obtained is 0.000 this value is smaller than 0.050 which means that the Promotional Variable has a significant effect on the Consumer Satisfaction variable. The basis for decision making is said to be correlated if:

- The Pearson correlation value is greater than the R-Table value. The R-table used is 0.1946, the figure is obtained from Table R for 100 respondents with a level of 0.050 resulting in a figure of 0.1946.
- The sig-2 tailed value is below 0.050.

This test is conducted to determine whether the three variables together or only one variable that affects consumer satisfaction. The test is carried out by comparing the values from the F table of SPSS results (F-Calculate) with the F-Table. The F-Table value used is the number of independent variables 2 and the number of samples is 100, so the value is $N1 = 2$ and $N2 = 100 - 2 = 98$, then the F-Table value is 3.09.

The basis for decision making is said to have a joint effect if the calculated F value is greater than the F-Table then the Promotion variable and the Service Quality Variable are proven to jointly affect Consumer Satisfaction. Vice versa. Simultaneous test results (Test F) can be seen in the table below:

Table 5. Simultaneous Test Results (Test -F)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	222.234	2	111.117	174.192	.000 ^b
	Residual	61.876	97	0.638		
	Total	284.110	99			

a. Dependent Variable: YConsumer Satisfaction
b. Predictors: (Constant), X2Service Quality, X1Promotion

Source: Primary data processed, 2022 researchers

Based on the table above, it is known that the calculated F value is 174.192 and the F-Table value is 3.09, it can be seen that the value of 174.192 is greater than the value of 3.09, or in other words the Promotion variable, Service Quality Variable has a simultaneous effect on Consumer Satisfaction.

Discussion

Partial Influence

Based on the results of the study, hypothesis 1 states that Promotion has an effect on Consumer Satisfaction, this hypothesis can be proven by 3 tests with different methods, namely the significance test, the Coefficient of Determination Test (R-Squared), and the t-test. Based on the coefficient of determination test, the equation can be trusted at 38.4%, which means that promotion has an effect of 38.4% on the addition of consumer satisfaction while the rest is influenced by other variables. Based on the significance test, it can also be seen that the Sig value for the Promotion variable is 0.000, the value is still smaller than 0.05, which means that Promotion significantly affects Consumer Satisfaction. Based on the T-test, it is known that the t-Count value is 7.812, this value is compared with the t-Table value for df 0.05 and the number of respondents is 100, it is found that the value is 0.05. The value of t-count compared to the value of t-table obtained is 7.812 which is greater than 0.05, which means that the Promotional variable is partially proven to affect Consumer Satisfaction.

Based on a series of tests that have been carried out in this study, the results are related so that this study states that it accepts Ha1 and at the same time states that it cannot accept H1, or in other words, promotions have an effect on consumer satisfaction. Based on the results of the study, hypothesis 2 states that Service Quality has an effect on Consumer Satisfaction, this hypothesis can be proven by 4 times of testing with different methods namely Correlation Test, Coefficient of

Determination Test (R-Squared), Significance Test and t Test. Based on simple correlation test It is known that the Pearson Correlation value for the Service Quality variable on Consumer Satisfaction is 0.619. The Sig 2-Tailed value obtained is 0.000, this value means that the Service Quality Variable has a significant effect on the Consumer Satisfaction Variable. Based on the coefficient of determination test, the equation can be trusted by 26.1%, which means that service quality has an effect of 26.1% on the addition of consumer satisfaction while the rest is influenced by other variables. Based on the significance test, it can also be seen that the Sig value for the Service Quality variable is 0.000, the value is still smaller than 0.05, which means that Service Quality significantly affects Consumer Satisfaction.

Based on the t-test, it is known that the t-count value is 5.887, compared to the t-table value for df 0.05 and the number of respondents is 100, it is found that the value is 0.05. The value of t-count compared to the value of t-table obtained is 5.887 which is greater than 0.05, which means that the service quality variable is partially proven to affect consumer satisfaction.

Based on a series of tests that have been carried out in this study, the results are related so that this study states that it accepts Ha2 and at the same time states that it cannot accept H2, or in other words, Service Quality has an effect on Consumer Satisfaction.

Simultaneous Influence

Hypothesis 3 proposed in this study states that Promotion and Service Quality together affect Consumer Satisfaction. This hypothesis can be proven by testing 3 times with different methods, namely, the significance test, the R-Squared test and the F test.

The results of the significance test show that the Promotion Variable has a Sig value of 0.000, the value is lower than 0.05. The Service Quality Variable has a Sig 0.000 value, the value is lower than 0.05, this

means that the Service Quality Promotion variable significantly affects Consumer Satisfaction.

The results of the determination coefficient test are also known to have a value of 78.2%, which means 78.2% of the Consumer Satisfaction variable is influenced by the Service Quality Promotion variable while the rest is influenced by other variables. Based on the simultaneous test, it is also known that the calculated F value is 174.192 and the F-Table value is 3.09. It can be seen that the value of 174.192 is greater than the value of 3.09, which means that promotion and service quality variables simultaneously affect consumer satisfaction.

Based on a series of tests that have been carried out in this study, this study states that it accepts Ha3 and at the same time states that it cannot accept H3, or in other words, states that promotion and service quality affect consumer satisfaction.

CONCLUSION

Partial test results are used to find out the answer to the first hypothesis. From the results of the study, Promotion has an effect on Consumer Satisfaction where based on the T-Test the Promotion variable is partially proven to affect Consumer Satisfaction. Based on a series of tests, the conclusion of this study is to accept H1 and at the same time state that it cannot accept H1, or in other words, promotions have an effect on consumer satisfaction.

Meanwhile, the results of testing the Service Quality variable on the Consumer Satisfaction variable where based on the T-Test the Service Quality variable is partially proven to affect the Consumer Satisfaction variable. Based on the results of the t test, it states that Service Quality has a positive and significant effect on Consumer Satisfaction. Based on a series of tests, the conclusion of this study is to accept Ha2 and at the same time state that it cannot accept H2, or in other words, Service Quality has an effect on Consumer Satisfaction.

The third hypothesis is to find out whether the Promotion and Service Quality

variables together have an effect on Consumer Satisfaction. The results of the determination coefficient test are also known to have a value of 78.2%, which means 78.2% of the Consumer Satisfaction variable is influenced by the Promotion and Service Quality variables, while the rest is influenced by other variables. Based on the simultaneous test, it is also known that the calculated F value is 174.192, which is greater than the value of 3.09, which means that simultaneously the Promotion and Service Quality variables affect Consumer Satisfaction. Based on a series of tests, this research states that it accepts Ha3 and at the same time states that it cannot accept H3, or in other words states that Promotion and Service Quality have a positive and significant effect on Consumer Satisfaction.

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